

## **AMENDMENTS TO THE CLAIMS**

The following listing of claims will replace all prior versions and listings of claims in the application.

### **LISTING OF CLAIMS**

1. (Cancelled)
2. (Currently amended) The method of claim 4 18, further comprising:  
transposing an actual image of an interior of ~~said a~~ a particular retailer of said retail environment as an alternative navigable image within said internet site; and  
providing customer selectable links within said alternative navigable image for providing detailed information of a said particular retailer.
3. (Currently amended) The method of claim 4 18, further comprising:  
providing customer selectable links within said navigable image for providing detailed information of particular goods of a particular retailer.
4. (Previously presented) The method of claim 2, further comprising:  
providing customer selectable links within said alternative navigable image for providing detailed information of particular goods of a particular retailer.
5. (Currently amended) The method of claim 4 18, wherein said retail environment is a downtown area of a community.

6. (Currently amended) The method of claim 4 18, wherein said retail environment is a shopping center.

7. (Currently amended) The method of claim 4 18, wherein said retail environment is a strip mall.

8. (Currently Amended) The method of claim 4 18, further comprising:  
providing a purchasing interface whereby the remote customer may arrange for remote purchase of one of goods and services.

9. (Currently amended) The method of claim 4 2, further comprising ~~wherein said transposing an actual image includes~~ providing a customer perspective of said alternative navigable image and ~~said providing functions to navigate includes~~ allowing a customer to virtually walk through said interior of said particular retailer of said retail environment.

10. (Cancelled)

11. (Currently amended) The method of claim 40 19, ~~wherein said scrolling lineal images includes~~ further comprising transposing ~~an actual image~~ images of said at least one storefront of said retail environment as a said navigable image.

12. (Currently amended) The method of claim 40 19, wherein said links provide detailed information for goods, services or a business.

13. (Currently amended) The method of claim 40 19, wherein said communicating includes purchasing goods or services.

14. (Cancelled)

15. (Currently amended) The method of claim 44 20, ~~wherein said scrolling images~~ includes further comprising transposing an actual image of said actual location as a said navigable image.

16. (Currently amended) The method of claim 44 20, further comprising selecting links within said navigable image to provide detailed information for goods, services or a business.

17. (Currently amended) The method of claim 44 20, further comprising purchasing goods or services from said website by selecting a link within said navigable image.

18. (New) A method comprising:

transposing an actual image of at least one storefront of a retail environment as a navigable image within an internet site;

allowing a user to lineally scroll said navigable image within said internet site by moving a point of view of said navigable image in a direction generally parallel to said at least one storefront; and

providing customer selectable links within said navigable image.

19. (New) A method comprising:

lineally scrolling a navigable image within an internet site by moving a point of view of said navigable image in a direction generally parallel to at least one storefront of a retail environment; and

communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image.

20. (New) A method comprising:

scrolling images of an actual location as a navigable image on a website; and

navigating said navigable image in a linear manner by communicating commands from a remote computer to a server computer hosting said website that move a point of view of said navigable image to give a viewer an impression of walking down a street or strolling through a mall while viewing actual store window displays.